

1 **CLAIMS**

2 1. A method, comprising:

3 detecting a request for information (RFI) initiated by a user while accessing
4 a content program;

5 transmitting RFI data to a server on a broadcast network; and

6 wherein the RFI data includes:

7 a time at which the RFI was initiated;

8 a channel accessed at the time the RFI was initiated; and

9 closed caption data associated with the content program that
10 occurred prior to and including the time at which the RFI was initiated.

11 2. The method as recited in claim 1, wherein the closed caption data

12 further comprises a predefined amount of closed caption data.

15 3. The method as recited in claim 2, wherein the amount of closed

16 caption data further comprises a number of seconds of closed caption data.

18 4. The method as recited in claim 3, wherein the number seconds of

19 closed caption data further comprises ten seconds or less.

21 5. The method as recited in claim 2, wherein the amount of closed

22 caption data further comprises a number of bytes of closed caption data.

1 6. The method as recited in claim 1, further comprising receiving a
2 system message from the server in response to the transmission of the RFI data.

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4 7. The method as recited in claim 6, further comprising displaying the
5 system message to the user.

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7 8. The method as recited in claim 7, wherein the displaying step occurs
8 in response to a prompt from the user to display the system message.

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10 9. The method as recited in claim 7, further comprising storing the
11 system message in memory until prompted to display the system message.

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13 10. The method as recited in claim 1, wherein the request for
14 information is initiated by a single button actuation.

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16 11. The method as recited in claim 1, wherein the content program is
17 one of the following types of content program: video, audio, audio/visual,
18 multimedia.

19
20 12. A method, comprising:
21 receiving request for information (RFI) data from a client device on a
22 content broadcasting network, the RFI data indicating that a client device user has
23 requested information about a content item accessed by the client device when a
24 request for information was initiated;

25 determining if the content item is a content program or an advertisement;

1 identifying a content program title associated with the content program if
2 the content item is a content program;

3 identifying an advertiser associated with the advertisement if the content
4 item is an advertisement;

5 performing an action specified for the identified content item; and

6 wherein the RFI data includes at least a time at which the RFI was initiated
7 and a channel accessed at the time the RFI was initiated.

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9 **13.** The method as recited in claim 12, wherein the performing an action
10 further comprises sending information to the user, the information being related to
11 the content item.

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13 **14.** The method as recited in claim 12, wherein the performing an action
14 further comprises sending user information to an entity associated with the content
15 item so that the entity can provide information related to the content item to the
16 user.

17
18 **15.** The method as recited in claim 12, wherein the determining if the
19 content item is a program or an advertisement further comprises cross-referencing
20 the time at which the request for information was initiated with content item time
21 code data to determine whether a program or an advertisement was scheduled at
22 the time the request for information was initiated.

1 **16.** The method as recited in claim 12, wherein:

2 the RFI data further comprises closed caption data associated with the
3 content program that occurred prior to and including the time at which the RFI
4 was initiated; and

5 the determining if the content item is a program or an advertisement further
6 comprises:

7 using the closed caption data to derive search terms;

8 searching a reference database using the search terms; and

9 determining from matches derived from the search to determine if
10 the content item is a program or an advertisement.

11
12 **17.** The method as recited in claim 16, wherein the reference database
13 further comprises keywords, one or more keywords being associated with one or
14 more content items.

15
16 **18.** The method as recited in claim 16, wherein the reference database
17 further comprises scripts of content items that can be compared with the search
18 terms.

19
20 **19.** The method as recited in claim 16, wherein the identifying an
21 advertiser further comprises:

22 comparing the closed caption data to advertiser keywords; and
23 identifying an advertiser from one or more matches derived from the
24 search.

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2 **20.** The method as recited in claim 12, wherein the identifying a
3 program title further comprises:

4 identifying which of several programs was broadcast on the channel
5 identified in the RFI data at the time identified in the RFI data; and

6 identifying a title associated with the identified program.

7
8 **21.** The method as recited in claim 12, wherein:

9 the RFI data further comprises closed caption data associated with the
10 content program that occurred prior to and including the time at which the RFI
11 was initiated; and

12 the identifying an advertiser further comprises:

13 deriving one or more search terms from the closed caption data; and

14 searching an advertiser information database to identify and
15 advertiser.

16
17 **22.** A client device, comprising:

18 a processor;

19 memory;

20 at least one channel tuner;

21 input means for accepting user input;

22 a closed caption buffer configured to store a predefined amount of latest
23 available closed caption data;

1 a request for information application configured to receive and identify a
2 request for information input from a user and transmit request for information data
3 to a server; and

4 wherein the request for information data includes a channel identifier that
5 identifies a channel tuned to by the channel tuner at the time the request for
6 information was received, a time stamp that identifies a time that the request for
7 information was received, and closed caption data contained in the closed caption
8 buffer.

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10 23. The client device as recited in claim 22, further comprising a
11 channel identifier configured to identify a broadcast channel accessed by the
12 channel tuner.

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14 24. The client device as recited in claim 22, further comprising a time
15 stamp module configured to identify a time at which user input is received.

16
17 25. The client device as recited in claim 22, further comprising a closed
18 caption application configured to receive a closed caption signal from a server and
19 display closed caption information with content being shown on a display.

20
21 26. The client device as recited in claim 22, wherein the input means
22 further comprises a button that, when actuated by the user, enters the request for
23 information.

1 **27.** The client device as recited in claim 22, wherein the closed caption
2 buffer contains a predefined number of seconds of closed caption data that
3 occurred prior to the request for information.

4

5 **28.** The client device as recited in claim 22, wherein the closed caption
6 buffer contains a predefined number of bytes of closed caption data that occurred
7 prior to the request for information.

8

9 **29.** The client device as recited in claim 22, wherein the client
10 information further comprises information necessary to sufficiently identify a
11 subscriber associated with the client device so that information may be sent to the
12 subscriber by one or more delivery modes.

13

14 **30.** The client device as recited in claim 22, further comprising:
15 messaging means for receiving a system message from the server; and
16 display means for displaying the system message.

17

18 **31.** A broadcast network server, comprising:
19 electronic program guide data that provides program information and
20 scheduling information for a plurality of content items available on a broadcast
21 network;

22 a response module configured to receive a request for information from a
23 network client containing closed caption data associated with a selected content
24 item accessed at the network client at a time when a client user entered a request
25 for information;

1 a search program configured to perform a search using search terms derived
2 from the closed caption data to determine a sponsor associated with the selected
3 content item;

4 a rules module configured to associate a rule with a sponsor associated
5 with the selected content item; and

6 wherein the response module is further configured to execute an action
7 specified by the rules module.

8
9 **32.** The broadcast network server as recited in claim 31, further
10 comprising:

11 a program information module;

12 an advertisement information module; and

13 wherein:

14 the response module is further configured to determine whether the request
15 for information was entered during a program or during an advertisement; and

16 the search module is further configured to search the program information
17 module if the request for information was entered during a program, and to search
18 the advertiser information module if the request for information was entered
19 during an advertisement.

20
21 **33.** The broadcast network server as recited in claim 32, wherein the
22 program information module contains at least a portion of a script of one or more
23 content items available on the broadcast network.

1 **34.** The broadcast network server as recited in claim 32, wherein the
2 advertiser information module contains at least of portion of a script of one or
3 more advertisements during broadcasts available on the broadcast network.

4

5 **35.** The broadcast network server as recited in claim 31, further
6 comprising a keywords module; and wherein

7 the search module is further configured to search the keywords module
8 with the search terms derived from the closed caption data; and

9 the response module is further configured to determine whether the request
10 for information was entered during a program or during an advertisement from
11 search results.

12

13 **36.** The broadcast network server as recited in claim 31, wherein the
14 action further comprises one or more actions selected from the following list of
15 actions: system message; e-mail message; post mailing.

16

17 **37.** The broadcast network server as recited in claim 31, further
18 comprising a client information module that contains information about how to
19 contact a subscriber associated with the network client; and wherein the action
20 further comprises transmitting client information related to the network client from
21 which the request for information was received to the sponsor.

1 **38.** The broadcast network server as recited in claim 31, further
2 comprising a program information module that stores information available for
3 content items available on the broadcast network; and wherein the action further
4 comprises sending information available for the selected content item to the
5 network client.

6

7 **39.** One or more computer-readable media including computer-
8 executable instructions that, when executed on a computer, perform the following
9 steps:

10 recognizing a user input as a user request to receive information about a
11 content item that the user is viewing on a broadcast network channel;

12 transmitting closed caption data associated with the content item to a
13 network server, the closed caption data contemporarily corresponding to the user
14 input; and

15 wherein the closed caption data includes sufficient data from which a
16 context of the content item at a time of the user input can be determined.

17

18 **40.** The one or more computer-readable media as recited in claim 39,
19 further comprising:

20 receiving a response to the request for information; and

21 wherein the response includes information about the context of the content
22 item at the time of the user input.

1 **41.** The one or more computer-readable media as recited in claim 39,
2 further comprising:

3 transmitting a time at which the user input was entered; and
4 transmitting a channel that was being viewed at the time the user input was
5 entered.

6
7 **42.** One or more computer-readable media including computer-
8 executable instructions that, when executed on a computer, perform the following
9 steps:

10 receiving request for information data from a client connected to a
11 broadcast network, the request for information data including closed caption data
12 that is associated with a content item viewed at the client at the time a request for
13 information was input by a user;

14 analyzing the closed caption data to determine if the request for information
15 was input during a program or during an advertisement, and to determine a
16 sponsor associated with the program or advertisement;

17 determining an action to take depending on the sponsor determination; and
18 performing the action.

19
20 **43.** The one or more computer-readable media as recited in claim 42,
21 wherein the performing an action further comprises sending user-identifying
22 information to the sponsor that the sponsor can use to send information to the user.

1 **44.** The one or more computer-readable media as recited in claim 42,
2 wherein the performing an action further comprises sending information related to
3 the sponsor to the user.

4
5 **45.** The one or more computer-readable media as recited in claim 42,
6 wherein the performing an action further comprises sending a system message to
7 the user.

8
9 **46.** The one or more computer-readable media as recited in claim 42,
10 wherein the performing an action further comprises sending an e-mail message to
11 the user.

12
13 **47.** The one or more computer-readable media as recited in claim 42,
14 wherein the performing an action further comprises sending information via post
15 to the user.

16
17 **48.** The one or more computer-readable media as recited in claim 42,
18 wherein the analyzing the closed caption data to determine if the request for
19 information was input during a program or during an advertisement further
20 comprises:

21 searching a plurality of keywords using search terms derived from the
22 closed caption data; and

23 determining if the request for information was input during a program or
24 during an advertisement from matches generated by the search.

1
2 **49.** The one or more computer-readable media as recited in claim 42,
3 wherein the analyzing the closed caption data to determine if the request for
4 information was input during a program or during an advertisement further
5 comprises:

6 searching text databases corresponding to a plurality of content items using
7 search terms derived from the closed caption data; and

8 determining if the request for information was input during a program or
9 during an advertisement from matches generated by the search.

10
11 **50.** The one or more computer-readable media as recited in claim 42,
12 wherein the sponsor further comprises a program producer or an advertiser.

13
14 **51.** One or more computer-readable media including computer-
15 executable instructions that, when executed on a computer, perform the following
16 steps:

17 receiving request for information data from a client connected to a
18 broadcast network, the request for information data including a time stamp that is
19 associated with a content item viewed at the client at the time a request for
20 information was input by a user;

21 comparing the time stamp to content time code information to determine if
22 the request for information was input during a program or during an
23 advertisement, and to determine a sponsor associated with the program or
24 advertisement;

25 determining an action to take depending on the sponsor determination; and

1 performing the action.

52. The one or more computer-readable media as recited in claim 42, wherein the performing an action further comprises sending user-identifying information to the sponsor that the sponsor can use to send information to the user.

53. The one or more computer-readable media as recited in claim 42, wherein the performing an action further comprises sending information related to the sponsor to the user.

54. The one or more computer-readable media as recited in claim 42, wherein the performing an action further comprises sending a system message to the user.

55. The one or more computer-readable media as recited in claim 42, wherein the performing an action further comprises sending an e-mail message to the user.

56. The one or more computer-readable media as recited in claim 42, wherein the performing an action further comprises sending information via post to the user.

1 **57.** The one or more computer-readable media as recited in claim 42,
2 wherein the analyzing the closed caption data to determine if the request for
3 information was input during a program or during an advertisement further
4 comprises:

5 searching a plurality of keywords using search terms derived from the
6 closed caption data; and

7 determining if the request for information was input during a program or
8 during an advertisement from matches generated by the search.

9
10
11 **58.** The one or more computer-readable media as recited in claim 42,
12 wherein the analyzing the closed caption data to determine if the request for
13 information was input during a program or during an advertisement further
14 comprises:

15 searching text databases corresponding to a plurality of content items using
16 search terms derived from the closed caption data; and

17 determining if the request for information was input during a program or
18 during an advertisement from matches generated by the search.

19
20 **59.** The one or more computer-readable media as recited in claim 42,
21 wherein the sponsor further comprises a program producer or an advertiser.